

REMARKS

Claims 1-45 were filed with the application. New claim 46 is added herein. Claims 8, 12, 13 and 21 are withdrawn. Thus, claims 1-7, 9-11, 14-20 and 22-45 are pending.

The Examiner rejected claims 1 and 2 under 35 U.S.C. §102 as being anticipated by the Lewis reference (U.S. Patent No. 6,013,346), and rejected the remaining claims under 35 U.S.C. § 103 as being obvious from Lewis. The Examiner stated that although Lewis does not teach to use static cling to mount the device, static cling is a well known equivalent alternative to adhesive. Thus, the Examiner argued, "it would have been obvious... to utilize static cling to mount the device if it is intended to be mounted on a glass or other smooth substrate."

Applicant has cancelled claims 1 and 2, and amended the remaining pending claims. Applicant's invention is a display device that includes three main components: a power supply, an illumination assembly and a mounting film. The power supply can be a battery, and the illumination assembly can be a light source, such as an LED, and a switch to connect and disconnect the power supply to the light source. The mounting film is a translucent, static cling film attached to the power supply and the illumination assembly, so that the power supply and illumination assembly can be mounted to a smooth surface, such as glass. The illumination assembly and power supply are also disposed on only one side of the mounting film so that light can shine through the translucent mounting film from the illumination assembly.

The Lewis reference teaches to mount its device to fabric, such as garments (e.g., see column 2, lines 32-36). There is no teaching in the prior art to use static cling film with a device that includes a light, a power supply and a mounting film. Nor is there a suggestion in the prior art to use the Lewis device on a smooth substrate using static cling to attach the device. Only Applicant has recognized the advantages of the combination of a light, power supply and static cling mounting film mounted on a smooth substrate.

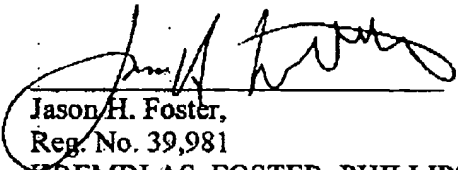
Furthermore, the Lewis reference teaches to form an opening through the adhesive film through which a light protrudes so that the light is visible on the opposite side as the battery and other parts of the light. This is different from the claimed invention. The amended claims recite a mounting film having a first major surface and a second, opposite major surface, wherein the illumination assembly and the power supply are mounted to the same major surface and are disposed on only one side of the mounting film. The reason Applicant's invention can have this structural feature is that Applicant's mounting film is translucent, and therefore the light emitted by the LED in Applicant's invention can be transmitted through the translucent film. Lewis teaches nothing similar to this feature, which is why Lewis's device has a hole through it.

No prior art reference discloses or suggests the combination of elements recited in Applicant's amended claims. Therefore, the claims are allowable over the prior art. Reconsideration and allowance are respectfully requested.

The Commissioner is authorized to charge Deposit Account No. 13-3393 for any insufficient fees under 37 CFR §§ 1.16 or 1.17, or credit any overpayment of fees.

Respectfully submitted,

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Date of Signature


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